

ABSTRACT

Content may be used in the reduced price corresponding to the content purchase history or usage history. The purchase history for the content A setting ID to UCSA is set to the "Purchase history". For example, the number of times of reproduction is set thereto. When the number of times of reproduction is higher than the predetermined number of times, the predetermined usage format setting the reduced price may be selected. To the "Usage history", the usage history such as the number of times of actual use of the content A is stored. When the number of times of use is higher than the predetermined value, the predetermined format setting the reduced price may be selected.